

Message Text

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PAGE 01 BERN 00839 031342Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----032302Z 002392 /44

R 031300Z MAR 77
FM AMEMBASSY BERN
TO SECSTATE WASHDC 3928
INFO USDOC WASHDC

UNCLAS BERN 0839

USDOC

EO 11652: NA
TAGS: BEXP BTRA SZ
SUBJ: FOREIGN BUYER PROGRAM - REQ FOR TRAVEL AND PER DIEM AUTH
FOR FSL DAN SCHAUBACHER

REF: 76 STATE A-5757; BERN 98; STATE 20512

1. AS REPORTED BERN 98, WE ARE ORGANIZING TWO SEPARATE BFP TRIPS TO NATIONAL COMPUTER CONFERENCE, ONE (ENTITLED MICRO 77) FOR MICROPROCESSOR SPECIALISTS AND ONE (EDP 77) FOR THOSE INTERESTED IN BUSINESS APPLICATIONS OF EDP. TOGETHER THEY WILL BRING UP TO 70 KEY BUYERS AND ENGINEERS TO US. AMERICAN EXPRESS, WHICH HANDLING ARRANGEMENTS FOR BOTH, WILL PROVIDE GRATIS COMPLETE PARTICIPATION ON NCC TRIPS (AIRFARE, HOTELS, AND ALL OTHER ELEMENTS INCLUDED IN PACKAGE PRICE) FOR TWO PERSONS (IN TOTAL, NOT RPT NOT, TWO FOR EACH TRIP). IN ADDITION, AMERICAN EXPRESS WILL SPEND \$2,000 IN PRLMOTING TRIPS, SO WE DO NOT FEEL WE CAN ASK THAT THEY CONTRIBUTE FURTHER. UNFORTUNATELY, THE PROFESSIONAL ASSOCIATIONS AND PUBLICATIONS CO-SPONSORING TRIPS ARE THEMSELVES USERS, RATHER THAN DONORS, OF GRATIS OR DISCOUNT-PRICED PARTICIPATION IN TRIPS. ORGANIZATIONS WORKING WITH US WILL PROVIDE THOUSANDS OF DOLLARS WORTH OF ADVERTISING SPACE AND OTHER PUBLICITY
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FOR OUR TRIPS AT NO COST USG, WHICH ARE ESSENTIAL TO RECRUITING PARTICIPANTS FOR TRIPS. IN RETURN, THEY EXPECT FREE OR REDUCED-RATE PARTICIPATION IN TRIPS. SINCE THEIR PARTICIPATION ALSO RESULTS IN ARTICLES AND OTHER ADDITIONAL PUBLICITY AFTER THE TRIPS, IT IS CLEARLY IN USG INTEREST TO FACILITATE THEIR INCLUSION ON SPECIAL TERMS.

2. NO FREE PASSAGE OR OTHER ACCOMMODATIONS ARE AVAILABLE FROM AIRLINES OR HOTELS (EXCEPT FOR THE TWO FULL PACKAGES PROVIDED BY AM EXPRESS).

3. THE NUMBER OF FBP TRIPS ORGANIZED BY BERN EACH YEAR PRECLUDES ASSIGNMENT OF EMBASSY ESCORT FOR EVERY TRIP (GIVEN BUDGET RESTRICTIONS AND OUR PRESENT STAFFING). MANY SMALLER TRIPS PROCEED SATISFACTORILY WITHOUT ESCORT, ALTHOUGH PROBLEMS CAN ARISE WITH THEM AS WELL. GREATEST NEED IS FOR ESCORTS ON TRIPS WITH MANY PARTICIPANTS AND COMPLICATED ITINERARIES. BETWEEN MICRO 77 AND EDP 77, ALTHOUGH BOTH WARRANT EMBASSY ESCORT, NEED IS GREATER FOR MICRO, WHICH INCLUDES HIGHLY PROFESSIONAL PROGRAM IN MICRO PROCESSOR TECHNIQUES, WITH HEAVY SCHEDULE OF VISITS, SEMINARS, DEMONSTRATIONS, AND COURSE. WE CONVINCED PRESENCE AS ESCORT OF EMBASSY PROFESSIONAL FSL WHO ORGANIZED TRIP AND EXPERIENCE IN PRODUCT AREA INVOLVED IS ESSENTIAL TO SUCCESS OF TRIP. HIS DUTIES, WHICH COMPARABLE TO THOSE OF TRADE MISSION DIR, INCLUDE INTERPRETING, KEEPING SCHEDULE ON TRACKS, ARRANGING CONTACTS BETWEEN TRIP PARTICIPANTS AND US FIRMS WHO CAN MEET SPECIFICA AND VARIED BUSINESS INTERESTS OF GROUP MEMBERS, AND INTRODUCING GROUP AND EXPLAINING THEIR INTERESTS TO FIRMS VISITED FOR DEMONSTRATIONS, SEMINARS, ETC. (WHICH, DESPITE EXHAUSTIVE ADVANCE PREPARATION, OFTEN APPEAR UNCERTAIN OF GROUP'S MAKE-UP OR PURPOSE OF VISIT). NEED IS RELATIVELY LESS ON EDP TRIP, AS IT IS CONSIDERABLY LESS TECHNICAL. ALSO, AS ITINERARY OF TWO TRIPS LARGELY SIMILAR, EMBASSY ESCORT ON MICRO TRIP COULD ALSO KEEP HIS EYE ON EDP

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TRIP AND TAKE NECESSARY STEPS IN EVENT OF PROBLEM.

4. SINCE FUNDS AUTH WILL IN THIS CASE ACTUALLY SUPPORT TWO MAJOR FBP PROJECTS, WE REQ DECISION NOT TO FUND TRAVEL BE RECONSIDERED. (WE UNDERSTAND FROM A-5757 THAT BOTH TRAVEL AND PER DIEM CAN BE FUNDED IN DESERVING CASES.)

5. ACTION REQ:

(A) THAT ALL OR PART OF \$1,875 TRAVEL COSTS BE FUNDED.

(B) THAT WE RCEIVE BY MAR 15 IF POSSIBLE CABLE AUTH FOR PER DIEM FOR SCHAUBACHER FOR JUN 11-29, PLUS WHATEVER TRAVEL COSTS CAN BE FUNDED. WE NEED TO KNOW BY THEN IN ORDER TO BE ABLE TO PROCEED WITH A NUMBER OF RELATED ARRANGEMENTS. DAVIS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
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Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Enclosure: n/a
Executive Order: N/A
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Format: TEL
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Handling Restrictions: n/a
Image Path:
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Line Count: 110
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Litigation History:
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Message ID: d0b4d7be-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE A-5757, 77 BERN 98, 77 STATE 20512
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 14-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3223744
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYER PROGRAM - REQ FOR TRAVEL AND PER DIEM AUTH FOR FSL DAN SCHAUBACHER
TAGS: BEXP, BTRA, SZ
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/d0b4d7be-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009